

## ORDER



**Orders**  
**Order / Rev:** 722238  
**Alt Order #:** 06372966  
**Product Desc:** US CHAMBER  
**Estimate:** 1497  
**Flight Dates:** 10/16/12 - 10/25/12  
**Original Date / Rev:** 10/12/12 / 10/12/12  
**Order Type:** Political

## WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** Mentzer Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmount Ave. Suite 306  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** US Chamber of Commerce  
**Demographic:** A35+  
**Product Codes:** IS-Issue/Non  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount   |
|------------|----------|---------|--------------|--------------|
| 10/01/12   | 10/25/12 | 72      | \$228,100.00 | \$193,885.00 |

## Totals

| Month         | # Spots   | Gross Amount        | Net Amount          | Rating      |
|---------------|-----------|---------------------|---------------------|-------------|
| October 2012  | 72        | \$228,100.00        | \$193,885.00        | 0.00        |
| <b>Totals</b> | <b>72</b> | <b>\$228,100.00</b> | <b>\$193,885.00</b> | <b>0.00</b> |

## Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Joe Knauer        |              |              | Start Of Order - End Of Order | 100%    |

| Ln         | Ch   | Start             | End             | Inventory Code                         | Break | Start/End Time | Days       | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|------------|------|-------------------|-----------------|--|-------|----------------|------------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| E 1        | WKYC | 10/16/12          | 10/19/12        | M-F 7-9a Today<br>Today Show           | CM    | 7a-9a          | - TW- F- - | :30 | 3                 | \$2,500.00  | P-5 | 0.00          | NM   | 3     | \$7,500.00 |
| 1X PER DAY |      |                   |                 |  |       |                |            |     |                   |             |     |               |      |       |            |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                |            |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:      |      | 10/15/12          | 10/21/12        | - TW- F- -                             |       |                |            |     | 3                 | \$2,500.00  |     | 0.00          |      |       |            |
| E 2        | WKYC | 10/16/12          | 10/19/12        | M-F 9-10a Today II<br>Today Show II    | CM    | 9a-10a         | - TW- F- - | :30 | 3                 | \$1,200.00  | P-5 | 0.00          | NM   | 3     | \$3,600.00 |
| 1X PER DAY |      |                   |                 |  |       |                |            |     |                   |             |     |               |      |       |            |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                |            |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:      |      | 10/15/12          | 10/21/12        | - TW- F- -                             |       |                |            |     | 3                 | \$1,200.00  |     | 0.00          |      |       |            |
| E 3        | WKYC | 10/16/12          | 10/18/12        | Days of Our Lives<br>Days of Our Lives | CM    | 1p-2p          | - TWT- - - | :30 | 3                 | \$1,200.00  | P-5 | 0.00          | NM   | 3     | \$3,600.00 |
| 1X PER DAY |      |                   |                 |  |       |                |            |     |                   |             |     |               |      |       |            |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                |            |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:      |      | 10/15/12          | 10/21/12        | - TWT- - -                             |       |                |            |     | 3                 | \$1,200.00  |     | 0.00          |      |       |            |
| E 4        | WKYC | 10/16/12          | 10/19/12        | M-F 4-5p<br>Ellen Degeneres            | CM    | 4p-5p          | - TWTF- -  | :30 | 4                 | \$1,000.00  | P-5 | 0.00          | NM   | 4     | \$4,000.00 |
| 1X PER DAY |      |                   |                 |  |       |                |            |     |                   |             |     |               |      |       |            |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                |            |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:      |      | 10/15/12          | 10/21/12        | - TWTF- -                              |       |                |            |     | 4                 | \$1,000.00  |     | 0.00          |      |       |            |
| E 5        | WKYC | 10/16/12          | 10/19/12        | M-F 5-6p<br>Dr. Phil                   | CM    | 5p-6p          | - TW- F- - | :30 | 3                 | \$2,000.00  | P-5 | 0.00          | NM   | 3     | \$6,000.00 |
| 1X PER DAY |      |                   |                 |  |       |                |            |     |                   |             |     |               |      |       |            |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                |            |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:      |      | 10/15/12          | 10/21/12        | - TW- F- -                             |       |                |            |     | 3                 | \$2,000.00  |     | 0.00          |      |       |            |

Order / Rev: 722238  
 Alt Order #: 06372966  
 Flight Dates: 10/16/12 - 10/25/12

Advertiser: US Chamber of Commerce  
 Product Desc: US CHAMBER  
 Estimate: 1497  
**WKYC**

| Ln         | Ch   | Start             | End             | Inventory Code                         | Break             | Start/End Time | Days          | Len | Spots         | Rate       | Pri | Rtg  | Type | Spots | Amount      |
|------------|------|-------------------|-----------------|--|-------------------|----------------|---------------|-----|---------------|------------|-----|------|------|-------|-------------|
| E 6        | WKYC | 10/16/12          | 10/19/12        | M-F 6-630p<br>Channel 3 News at 6p     | CM                | 6p-630p        | - TWTF - -    | :30 | 4             | \$3,800.00 | P-5 | 0.00 | NM   | 4     | \$15,200.00 |
| 1X PER DAY |      |                   |                 |  |                   |                |               |     |               |            |     |      |      |       |             |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u> |                | <u>Rate</u>   |     | <u>Rating</u> |            |     |      |      |       |             |
| Week:      |      | 10/15/12          | 10/21/12        | - TWTF - -                             | 4                 |                | \$3,800.00    |     | 0.00          |            |     |      |      |       |             |
| E 7        | WKYC | 10/16/12          | 10/19/12        | Nightly News<br>Nightly News           | CM                | M-Su 6:28p-7p  | - TWTF - -    | :30 | 4             | \$8,000.00 | P-5 | 0.00 | NM   | 4     | \$32,000.00 |
| 1X PER DAY |      |                   |                 |  |                   |                |               |     |               |            |     |      |      |       |             |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u> |                | <u>Rate</u>   |     | <u>Rating</u> |            |     |      |      |       |             |
| Week:      |      | 10/15/12          | 10/21/12        | - TWTF - -                             | 4                 |                | \$8,000.00    |     | 0.00          |            |     |      |      |       |             |
| E 8        | WKYC | 10/16/12          | 10/19/12        | Tonight Show<br>Tonight Show           | CM                | 1135p-1237a    | - TWTF - -    | :30 | 4             | \$2,800.00 | P-5 | 0.00 | NM   | 4     | \$11,200.00 |
| 1X PER DAY |      |                   |                 |  |                   |                |               |     |               |            |     |      |      |       |             |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u> |                | <u>Rate</u>   |     | <u>Rating</u> |            |     |      |      |       |             |
| Week:      |      | 10/15/12          | 10/21/12        | - TWTF - -                             | 4                 |                | \$2,800.00    |     | 0.00          |            |     |      |      |       |             |
| E 9        | WKYC | 10/16/12          | 10/20/12        | LN (M-Su)<br>Late News (M-Su)          | CM                | 11P-1135P      | - TWTF - -    | :30 | 5             | \$4,500.00 | P-5 | 0.00 | NM   | 5     | \$22,500.00 |
| 1X PER DAY |      |                   |                 |  |                   |                |               |     |               |            |     |      |      |       |             |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u> |                | <u>Rate</u>   |     | <u>Rating</u> |            |     |      |      |       |             |
| Week:      |      | 10/15/12          | 10/21/12        | - TWTF - -                             | 5                 |                | \$4,500.00    |     | 0.00          |            |     |      |      |       |             |
| 10         | WKYC | 10/19/12          | 10/19/12        | Fri Prime B<br>Fri Prime B             | CM                | 9-10p          | - - - - F - - | :30 | 1             | \$8,000.00 | P-5 | 0.00 | NM   | 1     | \$8,000.00  |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u> |                | <u>Rate</u>   |     | <u>Rating</u> |            |     |      |      |       |             |
| Week:      |      | 10/15/12          | 10/21/12        | - - - - F - -                          | 1                 |                | \$8,000.00    |     | 0.00          |            |     |      |      |       |             |
| 11         | WKYC | 10/20/12          | 10/20/12        | Sat Prime C<br>Sat Prime C             | CM                | 10-11p         | - - - - - S - | :30 | 1             | \$3,500.00 | P-5 | 0.00 | NM   | 1     | \$3,500.00  |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u> |                | <u>Rate</u>   |     | <u>Rating</u> |            |     |      |      |       |             |
| Week:      |      | 10/15/12          | 10/21/12        | - - - - - S -                          | 1                 |                | \$3,500.00    |     | 0.00          |            |     |      |      |       |             |
| 12         | WKYC | 10/21/12          | 10/21/12        | SUN TDY<br>NBC Today Show (Su)         | CM                | 8a-9a          | - - - - - S   | :30 | 1             | \$3,000.00 | P-5 | 0.00 | NM   | 1     | \$3,000.00  |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u> |                | <u>Rate</u>   |     | <u>Rating</u> |            |     |      |      |       |             |
| Week:      |      | 10/15/12          | 10/21/12        | - - - - - S                            | 1                 |                | \$3,000.00    |     | 0.00          |            |     |      |      |       |             |
| E 13       | WKYC | 10/22/12          | 10/25/12        | M-F 7-9a Today<br>Today Show           | CM                | 7a-9a          | MTWT - - -    | :30 | 4             | \$2,500.00 | P-5 | 0.00 | NM   | 4     | \$10,000.00 |
| 1X PER DAY |      |                   |                 |  |                   |                |               |     |               |            |     |      |      |       |             |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u> |                | <u>Rate</u>   |     | <u>Rating</u> |            |     |      |      |       |             |
| Week:      |      | 10/22/12          | 10/28/12        | MTWT - - -                             | 4                 |                | \$2,500.00    |     | 0.00          |            |     |      |      |       |             |
| E 14       | WKYC | 10/22/12          | 10/25/12        | M-F 9-10a Today II<br>Today Show II    | CM                | 9a-10a         | MTWT - - -    | :30 | 4             | \$1,200.00 | P-5 | 0.00 | NM   | 4     | \$4,800.00  |
| 1X PER DAY |      |                   |                 |  |                   |                |               |     |               |            |     |      |      |       |             |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u> |                | <u>Rate</u>   |     | <u>Rating</u> |            |     |      |      |       |             |
| Week:      |      | 10/22/12          | 10/28/12        | MTWT - - -                             | 4                 |                | \$1,200.00    |     | 0.00          |            |     |      |      |       |             |
| E 15       | WKYC | 10/22/12          | 10/25/12        | Days of Our Lives<br>Days of Our Lives | CM                | 1p-2p          | MTWT - - -    | :30 | 4             | \$1,200.00 | P-5 | 0.00 | NM   | 4     | \$4,800.00  |
| 1X PER DAY |      |                   |                 |  |                   |                |               |     |               |            |     |      |      |       |             |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u> |                | <u>Rate</u>   |     | <u>Rating</u> |            |     |      |      |       |             |
| Week:      |      | 10/22/12          | 10/28/12        | MTWT - - -                             | 4                 |                | \$1,200.00    |     | 0.00          |            |     |      |      |       |             |
| E 16       | WKYC | 10/22/12          | 10/25/12        | M-F 4-5p<br>Ellen Degeneres            | CM                | 4p-5p          | MTWT - - -    | :30 | 4             | \$1,000.00 | P-5 | 0.00 | NM   | 4     | \$4,000.00  |
| 1X PER DAY |      |                   |                 |  |                   |                |               |     |               |            |     |      |      |       |             |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u> |                | <u>Rate</u>   |     | <u>Rating</u> |            |     |      |      |       |             |
| Week:      |      | 10/22/12          | 10/28/12        | MTWT - - -                             | 4                 |                | \$1,000.00    |     | 0.00          |            |     |      |      |       |             |
| E 17       | WKYC | 10/22/12          | 10/25/12        | M-F 5-6p<br>Dr. Phil                   | CM                | 5p-6p          | MTWT - - -    | :30 | 4             | \$2,000.00 | P-5 | 0.00 | NM   | 4     | \$8,000.00  |
| 1X PER DAY |      |                   |                 |  |                   |                |               |     |               |            |     |      |      |       |             |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u> |                | <u>Rate</u>   |     | <u>Rating</u> |            |     |      |      |       |             |
| Week:      |      | 10/22/12          | 10/28/12        | MTWT - - -                             | 4                 |                | \$2,000.00    |     | 0.00          |            |     |      |      |       |             |
| E 18       | WKYC | 10/22/12          | 10/25/12        | M-F 6-630p<br>Channel 3 News at 6p     | CM                | 6p-630p        | MTWT - - -    | :30 | 4             | \$3,800.00 | P-5 | 0.00 | NM   | 4     | \$15,200.00 |
| 1X PER DAY |      |                   |                 |  |                   |                |               |     |               |            |     |      |      |       |             |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u> |                | <u>Rate</u>   |     | <u>Rating</u> |            |     |      |      |       |             |

Order / Rev: 722238  
 Alt Order #: 06372966  
 Flight Dates: 10/16/12 - 10/25/12

Advertiser: US Chamber of Commerce  
 Product Desc: US CHAMBER  
 Estimate: 1497

WKYC

| Ln         | Ch   | Start             | End             | Inventory Code                            | Break             | Start/End Time                     | Days        | Len | Spots         | Rate       | Pri | Rtg  | Type   | Spots | Amount       |
|------------|------|-------------------|-----------------|---|-------------------|------------------------------------|-------------|-----|---------------|------------|-----|------|--------|-------|--------------|
| E 18       | WKYC | 10/22/12          | 10/25/12        | M-F 6-630p<br>Channel 3 News at 6p        | CM                | 6p-630p                            | MTWT---     | :30 | 4             | \$3,800.00 | P-5 | 0.00 | NM     | 4     | \$15,200.00  |
| 1X PER DAY |      |                   |                 |   |                   |                                    |             |     |               |            |     |      |        |       |              |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           | <u>Spots/Week</u> |                                    | <u>Rate</u> |     | <u>Rating</u> |            |     |      |        |       |              |
| Week:      |      | 10/22/12          | 10/28/12        | MTWT---                                   | 4                 |                                    | \$3,800.00  |     | 0.00          |            |     |      |        |       |              |
| E 19       | WKYC | 10/22/12          | 10/25/12        | Nightly News<br>Nightly News              | CM                | M-Su 6:28p-7p<br>(6:30 PM-7:00 PM) | MTWT---     | :30 | 4             | \$8,000.00 | P-5 | 0.00 | NM     | 4     | \$32,000.00  |
| 1X PER DAY |      |                   |                 |   |                   |                                    |             |     |               |            |     |      |        |       |              |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           | <u>Spots/Week</u> |                                    | <u>Rate</u> |     | <u>Rating</u> |            |     |      |        |       |              |
| Week:      |      | 10/22/12          | 10/28/12        | MTWT---                                   | 4                 |                                    | \$8,000.00  |     | 0.00          |            |     |      |        |       |              |
| E 20       | WKYC | 10/22/12          | 10/25/12        | Tonight Show<br>Tonight Show              | CM                | 1135p-1237a                        | MTWT---     | :30 | 4             | \$2,800.00 | P-5 | 0.00 | NM     | 4     | \$11,200.00  |
| 1X PER DAY |      |                   |                 |   |                   |                                    |             |     |               |            |     |      |        |       |              |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           | <u>Spots/Week</u> |                                    | <u>Rate</u> |     | <u>Rating</u> |            |     |      |        |       |              |
| Week:      |      | 10/22/12          | 10/28/12        | MTWT---                                   | 4                 |                                    | \$2,800.00  |     | 0.00          |            |     |      |        |       |              |
| E 21       | WKYC | 10/22/12          | 10/25/12        | M-F 11-1135p<br>Channel 3 News at 11p M-F | CM                | 11-1135p                           | MTWT---     | :30 | 4             | \$4,500.00 | P-5 | 0.00 | NM     | 4     | \$18,000.00  |
| 1X PER DAY |      |                   |                 |   |                   |                                    |             |     |               |            |     |      |        |       |              |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           | <u>Spots/Week</u> |                                    | <u>Rate</u> |     | <u>Rating</u> |            |     |      |        |       |              |
| Week:      |      | 10/22/12          | 10/28/12        | MTWT---                                   | 4                 |                                    | \$4,500.00  |     | 0.00          |            |     |      |        |       |              |
|            |      |                   |                 |   |                   |                                    |             |     |               |            |     |      | Totals | 72    | \$228,100.00 |